



CLAYTON CENTURY  
FOUNDATION

*enriching our community*

CCF BOARD OF DIRECTORS

AGENDA

January 30, 2013  
Barry-Wehmiller Companies, Inc.  
8020 Forsyth Blvd.  
7:00 PM

1. Call to Order/Opening Remarks by Gary Feder
2. Approval of 10-24-12 Minutes
3. Financial Report
4. Nominating Committee Report
  - Resolutions 13-01 and 13-02
5. Development Report
  - Major Gifts Committee
    - Surls Installation Subcommittee
    - Resolution 13-03
  - Annual Fund Committee
6. CCF Arts Report
7. CCF Parks Report
8. CCF History Report
  - Trivia Night on March 9, 2013
9. New Business
  - Centennial Report
    - Resolution 13-04
10. Next Meeting – Wednesday, April 24, 2013 at 7:00 pm
11. Adjourn



CLAYTON CENTURY  
FOUNDATION

*enriching our community*

**Clayton Century Foundation  
Board of Directors Meeting Minutes**

**Wednesday, October 24, 2012  
Husch Blackwell  
7:00 pm**

**Attendees:** Gary Feder, Gary Krosch, Scot Boulton, Jill Fisher, JJ Flotken, Judy Goodman, Bob Paster, Cindy Rapponotti, Cheryl Verde, Sally Cohn, Bev Wagner, Steven Rosenblum, Jim Sherby, Mark Winings, Mont Levy, Hugh Scott, Ken Goldman, Elizabeth Robb, John McCormick, Dan Human  
**Absent:** Lotta Fox, Janet Rodgers, Ben Uchitelle, Cynthia Garnholz, Cindy Berger, Lee Hanson  
**Staff:** Patty DeForrest – Director of Parks and Recreation, Sarah Umlauf – Community Resource Coordinator, Brie Cella – Development Coordinator

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1. Call to Order

Gary Feder called the meeting to order at 7:05 pm.

2. Approve July 25, 2012 Minutes

The minutes were approved as submitted.

3. Financial Report

Gary Krosch presented the financial report to the board noting that CCF had roughly \$483,000 in cash with about \$454,000 in restricted funds. Gary noted the vast improvement in the revenue subtotal in Fiscal Year 2012 as compared to Fiscal Year 2011 largely due to corporate donations. Gary also noted that after funding roughly \$700,000 in projects, the organization had only spent about \$54,000 in general expenses which is a good ratio. Cindy Rapponotti pointed out a discrepancy on page five in which the Pavilion was mislabeled as the Walking Trail.

4. Development Report

Patty DeForrest presented a project update to the board noting the James Surls is on track to complete the Century Garden sculpture on time. The Hanley House porch project is fully funded and moving forward. Patty has received good bids for the Shaw Park Recreational Trail. A groundbreaking for the trail is set for October 30, 2012. The details of the Nature Garden continue to be worked out by the involved parties. Enterprise has reviewed the plans for the pavilion and is pleased. CCF has a donor to create a Shaw Park Master Plan Overlay that will incorporate great visuals of park projects. Jacobs Engineering completed public engagement regarding the Multi-purpose Facility and made their recommendations for the Ice Rink. Patty also introduced a natural playground project that, in working with the School District, could involve the CCF down the road.

Ken Goldman continued project discussion by noting that there are still needs at the Hanley House, particularly interior restoration. Additionally, CCF could seek funding for programs at the museum. The group should also consider raising funds for an endowment that could cover maintenance costs of new projects.

Ken also discussed 2 additional projects: acquiring more parkland as in the case of Hanley Park and Sally Cohn's idea of funding creative bus stops in Clayton.

The Major Gifts Committee continues to look at approved projects that have yet to be funded. Large corporate donations to CCF slowed down in 2012. The Major Gifts Committee plans to refocus its efforts in soliciting gifts over \$10,000 from both individuals and corporations. Ken encouraged the board to assist the committee in making introductions to potential donors similarly to how Hugh Scott assisted in setting up the meeting with Bob Chapman of Barry Wehmiller who recently committed \$100,000 to CCF.

Fundraising for the Dog Park continues. The group has raised half of the funds needed.

The group discussed partnering with the School District on projects such as the natural playground presented by Patty. While Steven Rosenblum feels that the CCF should take the opportunities to partner with the School District, the group would like to have further discussion before committing to the project.

Mont Levy encouraged the CCF Board to look at the Century Garden project in relation to the new artwork. The design by SWT of the space is much bigger and more expensive than originally thought. The garden project may have to be phased if not fully funded.

Judy Goodman encouraged the group to remain focused on their asks and not be distracted. The Centennial year is the perfect time to make many of these asks. Cindy Rapponotti encouraged the group to proceed cautiously with

projects that could also include a big price tag for the City with regards to maintenance costs.

Board members interested in assisting on a Committee are encouraged to sign up with either Major Gifts or Annual Fund.

JJ Flotken reported on the Annual Fund Committee whose goal is to raise sustainable dollars to help CCF operate and to make CCF more well-known in the community.

Annual Fund has continued with supporting neighborhood gatherings hosted by CCF Board members. All members are encouraged to host similar gatherings in their neighborhoods.

The committee has recruited two new members and is looking for more. Volunteers are always helpful. Through the help of volunteers, Cindy Rapponotti collected over 100 e-mail addresses at the Musical Nights concert series.

JJ reported that after the mid-year mailing, CCF received 47 total donations of which, 23 were new donors. The average donation totaled \$191.

All That Glitters will be held at Clayton on the Park this year. The format has changed slightly and will feature desserts and drinks. Invitations will be sent soon.

The committee will be sending a year-end mailer to the community following the election. Board Members are encouraged to send post cards to their friends and neighbors encouraging them to contribute to CCF.

It was suggested that CCF should begin to send renewal letters to past CCF donors personally encouraging them to renew their commitment to CCF. Letters should be sent one year after the donor made their contribution.

5. Centennial Celebration Report

Judy Goodman noted that a quarterly Centennial calendar will be included in City Views. Also, a calendar of events will be updated on Clayton2013.com. Events in support of the new history book continue with a book signing at Kaldi's at the Crescent scheduled for Saturday. The Centennial planners have many partners including the School District. Elizabeth Robb reported that they are working with the Mayor's Youth Advisory Committee on a K-12 multi-media contest looking at what Clayton will be like in another 100 years. Awards will be given to one student in each grade level.

The Centennial planners continue work on the Party of the Century (POTC) scheduled for Friday, November 29, 2013. The group is working with POTC

partners, Cannonball, Contemporary Productions, and the Ritz Carlton. Carole Christie has come forward to assist with planning.

6. Nominating Committee

Dan Human presented a slate of officers that will be voted on at the January, 2013 Board of Directors meeting. Dan noted that the group is looking to expand and in addition to the members up for reelection, a slate new members-at-large will be presented in January. Likely on that slate will be Michelle Williamson from Centene. Other possibilities include John Kemper and Carol Klein.

7. CCF Arts Report

Bev Wagner reported that after submitting a proposal to St. Louis County to receive some of their Trova sculptures on a long-term loan, the CCF was awarded four sculptures. CCF Arts is considering locations for the works and have discussed the Nature Garden in Shaw Park, Wydown Boulevard, and Fontbonne University.

As the lender, CCF will have an agreement with the City of Clayton regarding installation and maintenance.

Further discussion is needed with Public Works and the Board of Aldermen will also need to approve the loan and the siting of the works. The CCF can always reject some or all of the works if they are unable to locate them within the City.

Bev moved that the CCF Board approve the loan of the four sculptures contingent on an agreement with the City and pending an agreement that satisfies the Executive Committee. The motion passed unanimously.

8. CCF History Report

CCF History is proud of the release of the new history book. The group remains active in other ways. Recently, CCF History welcomed the Board of Aldermen to the Hanley House so that they could view the organizations expanding collection and to point out the need for permanent archival and exhibit space.

The lecture series continues with success. Donna Rodgers Beard presented on the African American Experience in September. On November 15, Esley Hamilton will present on the Collegiate Gothic Style at Concordia Seminary.

Stay tuned for more details on the CCF Trivia Night which will return in 2013.

Mary Leonard will present on the new book at the Mid-County Library on November 10, 2012. The presentation will coincide with a special exhibit at the library on view during the month of November. Organized by CCF History, the exhibit will highlight the new book.

9. CCF Parks Report

Parks is continuing its efforts to review the Tree and Bench program.

10. New Business

There was no new business.

11. Next Meeting

The next meeting will be Wednesday, January 30, 2013 at 7pm.

12. Adjourn

Meeting adjourned at 8:45 pm.

DRAFT



**CLAYTON CENTURY FOUNDATION**  
**STATEMENT OF FINANCIAL POSITION**  
**As of: December 31, 2012**

**FUND 85: CLAYTON CENTURY FOUNDATION**

**CASH AND CASH EQUIVALENTS:**

PULASKI CHECKING ACCOUNT	\$379,676.15	
PULASKI CD INVESTMENT	\$300,000.00	

<b>TOTAL</b>		<b>\$679,676.15</b>
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**ASSETS:**

**UNRESTRICTED ASSETS**

UNRESTRICTED CCF	\$55,861.39	
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<b>TOTAL UNRESTRICTED ASSETS</b>		<b>\$55,861.39</b>
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**RESTRICTED ASSETS**

RESTRICTED CCF	\$0.00	
RESTRICTED CCF - ART	\$108,066.12	
RESTRICTED CCF - HISTORY	\$50,445.66	
RESTRICTED CCF - PARKS	\$465,302.98	

<b>TOTAL RESTRICTED ASSETS</b>		<b>\$623,814.76</b>
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<b>TOTAL ASSETS</b>		<b>\$679,676.15</b>
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**LIABILITIES**

ENCUMBRANCES	\$0.00	
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<b>TOTAL LIABILITIES</b>		<b>\$0.00</b>
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<b>TOTAL LIABILITIES &amp; ASSETS</b>		<b>\$679,676.15</b>
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**CCF RESTRICTED FUND DETAILS**

As of: December 31, 2012

CCF:

**CCF RESTRICTED FUND TOTAL****\$0.00****CCF – ART:**

FUTURE RESTRICTED FUNDS:

Undesignated CCF - Art Project Funds	\$8,066.12
Century Garden Art Piece	\$100,000.00

**CCF – ART RESTRICTED FUND TOTAL****\$108,066.12****CCF – HISTORY:**

FUTURE RESTRICTED FUNDS:

Library	\$1,000.00
Hanley House Porches	\$29,730.43
Hanley House Interpretative Signage	\$10,000.00
Hanley House Porches Dedication	\$650.00
Hanley House 2013 Programs	\$300.00
Undesignated CCF - Hanley House Project Funds	\$1,245.43
Undesignated CCF - History Project Funds	\$7,519.80

**CCF – HISTORY RESTRICTED FUND TOTAL****\$50,445.66****CCF – PARKS:**

APPROVED EXPENDITURES FOR FY13:

Walking Trail	\$0.00
Nature Garden in Walking Trail	\$7,500.00
Musical Nights @ Oak Knoll	\$2,500.00
Scholarship Program	\$1,000.00
Aquarium	\$1,000.00
Shaw Park Pavilion	\$350,000.00

FUTURE RESTRICTED FUNDS:

Ice Rink	\$500.00
Dog Park	\$79,958.56
Undesignated CCF - Parks Project Funds	\$8,035.57
Legacy Funds (Undesignated)	\$14,308.85
Bob Vander Linden Memorial	\$500.00

**\$465,302.98****CCF – PARKS RESTRICTED FUND TOTAL****TOTAL CCF RESTRICTED FUND****\$623,814.76**



# Clayton Century Foundation

## Statement of Cash Flows

As of: December 31, 2012

Account Title	FY12	FY13	FY13
	Actual	Budget	Year to Date
<b>Beginning Balance</b>	<b>\$176,199.53</b>	<b>\$483,211.63</b>	<b>\$483,211.63</b>
<b>Revenue</b>			
Donations - Individual	\$197,644.15	\$83,750.00	\$83,969.15
Donations - Corporate	\$890,550.00	\$359,000.00	\$110,000.00
Events	\$6,286.00	\$9,900.00	\$2,500.00
Grants	\$25,000.00	\$100,000.00	\$8,000.00
Programs	\$6,850.00	\$6,900.00	\$0.00
Merchandise	\$0.00	\$8,750.00	\$0.00
Miscellaneous	\$0.00	\$0.00	\$0.00
Interest	\$1,086.62	\$500.00	\$218.96
<b>Revenue - Subtotal</b>	<b>\$1,127,416.77</b>	<b>\$568,800.00</b>	<b>\$204,688.11</b>
<b>Year End Revenue</b>	<b>\$1,303,616.30</b>	<b>\$1,052,011.63</b>	<b>\$687,899.74</b>
<b>Operating Expenses</b>			
CCF Contractual Services	\$43,696.33	\$35,225.00	\$6,875.11
CCF Commodities	\$2,675.88	\$9,900.00	\$0.00
Accrued CCF Expenses	\$0.00	\$0.00	\$0.00
CCF Art	\$137.42	\$6,250.00	\$0.00
CCF History	\$331.54	\$19,280.00	\$860.98
CCF Parks	\$7,913.50	\$10,250.00	\$487.50
<b>Operating Expenses - Subtotal</b>	<b>\$54,754.67</b>	<b>\$80,905.00</b>	<b>\$8,223.59</b>
<b>Project Expenses</b>			
Clayton Century Foundation	\$765,650.00	\$791,200.00	\$0.00
CCF Art	\$0.00	\$0.00	\$0.00
CCF History	\$0.00	\$0.00	\$0.00
CCF Parks	\$0.00	\$0.00	\$0.00
<b>Project Expenses - Subtotal</b>	<b>\$765,650.00</b>	<b>\$791,200.00</b>	<b>\$0.00</b>
<b>Accrued Expenses</b>			
CCF	\$0.00	\$0.00	\$0.00
Art	\$108,066.12	\$8,066.12	\$108,066.12
History	\$50,445.66	\$49,577.40	\$50,445.66
Parks	\$465,302.98	\$36,538.71	\$465,302.98
<b>Accrued Expenses - Subtotal</b>	<b>\$623,814.76</b>	<b>\$94,182.23</b>	<b>\$623,814.76</b>
<b>Unrestricted Funds</b>	<b>-\$140,603.13</b>	<b>\$85,724.40</b>	<b>\$55,861.39</b>
<b>Ending Balance</b>	<b>\$483,211.63</b>	<b>\$179,906.63</b>	<b>\$679,676.15</b>

01/16/2013

Revised by: EG

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# Clayton Century Foundation Fund Summary

As of: December 31, 2012

		FY12	FY13	FY13
		Actual	Budget	Year to Date
	<b>CLAYTON CENTURY FOUNDATION</b>			
	BEGINNING CCF BALANCE	\$132,909.60	\$435,068.16	\$435,068.16
	TOTAL CCF REVENUE	\$1,114,180.77	\$548,787.50	\$203,438.11
	TOTAL CCF EXPENDITURES	(\$812,022.21)	(\$836,325.00)	(\$6,875.11)
	<b>TOTAL CCF FUND BALANCE</b>	<b>\$435,068.16</b>	<b>\$147,530.66</b>	<b>\$631,631.16</b>
	<b>CCF - ART</b>			
	BEGINNING CCF BALANCE	\$7,853.54	\$8,066.12	\$8,066.12
	TOTAL CCF REVENUE	\$350.00	\$3,000.00	\$0.00
	TOTAL CCF EXPENDITURES	(\$137.42)	(\$6,250.00)	\$0.00
	<b>TOTAL CCF FUND BALANCE</b>	<b>\$8,066.12</b>	<b>\$4,816.12</b>	<b>\$8,066.12</b>
	<b>CCF - HISTORY</b>			
	BEGINNING CCF BALANCE	\$7,840.97	\$12,245.43	\$12,245.43
	TOTAL CCF REVENUE	\$4,736.00	\$8,012.50	\$1,250.00
	TOTAL CCF EXPENDITURES	(\$331.54)	(\$19,280.00)	(\$860.98)
	<b>TOTAL CCF FUND BALANCE</b>	<b>\$12,245.43</b>	<b>\$977.93</b>	<b>\$12,634.45</b>
	<b>CCF - PARKS</b>			
	BEGINNING CCF BALANCE	\$27,595.42	\$27,831.92	\$27,831.92
	TOTAL CCF REVENUE	\$8,150.00	\$9,000.00	\$0.00
	TOTAL CCF EXPENDITURES	(\$7,913.50)	(\$10,250.00)	(\$487.50)
	<b>TOTAL CCF FUND BALANCE</b>	<b>\$27,831.92</b>	<b>\$26,581.92</b>	<b>\$27,344.42</b>
	<b>TOTAL ALL FUNDS</b>			
	BEGINNING BALANCE	\$176,199.53	\$483,211.63	\$483,211.63
	TOTAL REVENUE	\$1,127,416.77	\$568,800.00	\$204,688.11
	TOTAL EXPENDITURES	(\$820,404.67)	(\$872,105.00)	(\$8,223.59)
	<b>TOTAL FUND BALANCE</b>	<b>\$483,211.63</b>	<b>\$179,906.63</b>	<b>\$679,676.15</b>

# Clayton Century Foundation

## Project Update

As of: December 31, 2012

Completed Projects			
Description	CCF Expenditures	Total Project Cost	General Fund Expenditures
Oak Knoll Garden	\$14,854.43	\$14,854.43	\$0.00
Shaw Park Tree Top Playground	\$5,000.00	\$587,500.00	\$5,000.00
Hanley Park Pavilion	\$10,000.00	\$281,817.00	\$10,000.00
Clayton History Book	\$34,251.39	\$34,251.39	\$14,251.39
<b>Total Completed Projects</b>	<b>\$64,105.82</b>	<b>\$918,422.82</b>	<b>\$29,251.39</b>
Current Projects			
Description	Prior Fiscal Years	FY13	FY13
	Expenditures	Budget	Year to Date
<b>Shaw Park Walking Trail</b>			
CCF	\$135,500.00	\$34,000.00	\$0.00
CCF - Parks	\$2,500.00	\$0.00	\$0.00
<b>Total Shaw Park Walking Trail</b>	<b>\$138,000.00</b>	<b>\$34,000.00</b>	<b>\$0.00</b>
<b>Hanley House Back Porch</b>			
CCF	\$115,000.00	\$0.00	\$0.00
<b>Total Hanley House Back Porch</b>	<b>\$115,000.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>Shaw Park Art Piece</b>			
CCF	\$120,000.00	\$400,000.00	\$0.00
CCF - Art	\$0.00	\$0.00	\$0.00
<b>Total Shaw Park Art Piece</b>	<b>\$120,000.00</b>	<b>\$400,000.00</b>	<b>\$0.00</b>
<b>Shaw Park Pavilion</b>			
CCF	\$400,000.00	\$350,000.00	\$0.00
<b>Total Shaw Park Pavilion</b>	<b>\$400,000.00</b>	<b>\$350,000.00</b>	<b>\$0.00</b>
<b>Total Current Projects</b>	<b>\$773,000.00</b>	<b>\$784,000.00</b>	<b>\$0.00</b>



CLAYTON CENTURY FOUNDATION

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## REQUEST FOR BOARD ACTION

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**TO:** Clayton Century Foundation Board of Directors  
**FROM:** CCF Nominating Committee  
**DATE:** January 30, 2013  
**SUBJECT:** Resolution NO. 13-01 – Election of At-Large Members

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The Clayton Century Foundation (CCF) Board is being asked to elect the following individuals to three-year terms for the At-large director positions.

Cindy Berger
Gary Feder
Ken Goldman
Mont Levy
Hugh Scott, III
Holly Benson
Carol Klein

**Recommendation:** That the CCF Board of Directors elect the individuals listed above to three-year terms.



# CLAYTON CENTURY FOUNDATION

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## REQUEST FOR BOARD ACTION

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**TO:** Clayton Century Foundation Board of Directors  
**FROM:** CCF Nominating Committee  
**DATE:** January 30, 2013  
**SUBJECT:** Resolution NO. 13-02 – Election of Officers

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The Clayton Century Foundation (CCF) Board is being asked to approve the slate of officers as presented. The officers will serve one-year terms on the Board of Directors.

President	Gary Feder
Vice President	Judy Goodman
Secretary	Scot Boulton
Treasurer	Gary Krosch

**Recommendation:** That the CCF Board of Directors approve the slate of officers as submitted.



CLAYTON CENTURY FOUNDATION

*enriching our community*

**CLAYTON CENTURY FOUNDATION  
BOARD OF DIRECTORS**

Updated 1/30/2013

**OFFICERS**

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## **STAFF**

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CCF Arts  
8025 Maryland Ave., 11C  
Clayton, MO 63105  
(314) 721-2298  
[jb@housewagner.com](mailto:jb@housewagner.com)

Brie Cella  
Development Coordinator  
50 Gay Ave.  
Clayton, MO 63105  
Phone: (314) 290-8500  
  
[bcella@claytonmo.gov](mailto:bcella@claytonmo.gov)



## CCF BOARD OF DIRECTORS

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CLAYTON CENTURY  
FOUNDATION



YEARS 1915 / 2015  
CITY OF CLAYTON

The Clayton Century Foundation  
invites you to a gathering of the

## RALPH CLAYTON LEADERSHIP CIRCLE

for cocktails and hors d'oeuvres in  
honor of our Centennial Year and  
Ralph Clayton's 225<sup>th</sup> Birthday.

# 2.21.13

Buckingham Asset Management  
8182 Maryland Avenue - 5<sup>th</sup> Floor

5:30PM - 7:30PM

**RSVP:** [sumlauf@claytonmo.gov](mailto:sumlauf@claytonmo.gov) • 314.226.9893

Parking Available in the Garage





## CLAYTON CENTURY FOUNDATION

*enriching our community*

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### REQUEST FOR BOARD ACTION

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**TO:** Clayton Century Foundation Board of Directors  
**FROM:** Patty DeForrest, Director of Parks and Recreation  
**DATE:** January 30, 2013  
**SUBJECT:** Resolution NO. 13-03 – Funding of Shaw Park Multi-Use Year Round Facility Conceptual Design

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The Clayton Century Foundation (CCF) is being asked to fund the next phase of the development of a conceptual design for the proposed year round multi-use facility to replace the existing Shaw Park Ice Rink. The City of Clayton undertook a study by Jacobs Inc. in 2012 to determine the preferred option for moving forward with the project. The recommended option is to construct a new facility that will serve as an ice rink during the winter months and be transformed into an outdoor venue for sports and special events throughout the remainder of the year.

In order to continue fundraising efforts for this project, a conceptual design needs to be developed. The cost for this work is estimated to be \$30,000. The timing of this is critical due to the work being done on the Master Plan Overlay as that site is critical to the overall design of the park. In order to move this forward, I am requesting that \$30,000 be allocated from the CCF's undesignated funds for this project.

If approved, the City of Clayton will contract with a consultant to complete a conceptual design that will serve to assist future fundraising efforts for this project.

**Recommendation:** That the CCF Board of Directors allocate \$30,000 for the development of a conceptual design for the Shaw Park Year Round Multi-Use Facility.



DATE: February 12, 2013  
TO: CCF – Annual Fund Committee  
FROM: Eric Gruenenfelder, Superintendent of Recreation  
RE: 2012 Fall Annual Fund Results

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The purpose of this memo is to provide the Annual Fund Committee with the final results from the 2012 Fall Annual Fund Campaign as well as provide analysis and create a baseline for future Annual Fund Campaigns. The donations included all individual donations from November 15, 2012 – January 22, 2013. Donations for the Dog Park and sales of “Clayton, Missouri: An Urban Story” were not included.

**Totals:**

- 106 Total Donations
- \$23,918.00
- Average donation - \$225.64

**Expenditures:**

- Printing for letters and envelopes - \$1,725.00
- Presort – labels, folding and mailing - \$1,254.49
- Post cards for Board Members - \$83.62
- Total - \$3,063.11

**Net Proceeds:**

- \$20,854.89

**Donor information:**

**Recurring Donors (donated at least once 2008 – 2011):**

- 82 total donations
- 18,768.00
- Average - \$228.88

**New Donors:**

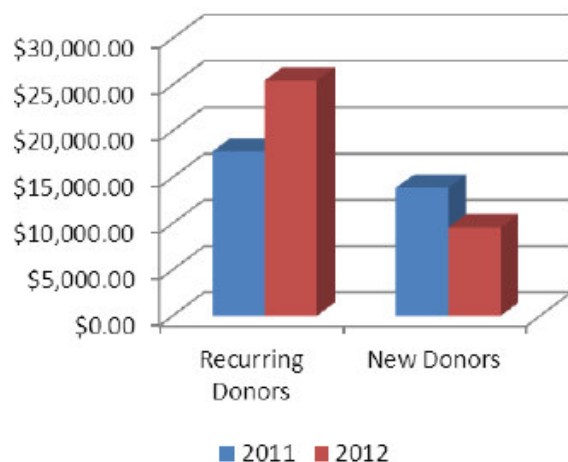
- 24 total donations
- \$5,150.00
- Average - \$214.58

**Donation Amounts:**

- Under \$100 – 6 donations
- \$100 - \$249 – 69 donations
- \$250 - \$499 – 15 donations
- \$500 - \$749 – 9 donations
- \$750 - \$999 – 0 donations
- \$1,000+ - 7 donations

### Comparison to Previous Calendar Year:

	2011	2012
<b>Total Donations:</b>	\$31,610.00	\$35,025.30
<b>Recurring Donors:</b>	\$17,760.00	\$25,475.30
<b>Average:</b>	\$250.14	\$240.33
<b>New Donors:</b>	\$13,850.00	\$9,550.00
<b>Average:</b>	\$238.79	\$203.19



### Comparison to Previous Annual Fund Campaigns:

	Fall 2011	Summer 2012	Fall 2012
<b>Total Donations:</b>	\$31,610.00	\$11,107.30	\$23,918.00
<b>Recurring Donors:</b>	\$17,760.00	\$6,707.30	\$18,768.00
<b>Average:</b>	\$250.14	\$269.47	\$228.88
<b>New Donors:</b>	\$13,850.00	\$4,400.00	\$5,150.00
<b>Average:</b>	\$238.79	\$191.30	\$214.58

### Discussion Items:

- Currently there are 194 people who donated at least once 2008 – 2011 who did not donate in 2012. Of the 194 people:
  - 96 last donated in 2011
  - 49 last donated in 2010
  - 44 last donated in 2009
  - 5 last donated in 2008
- Secured 19 donations from people who had donated at least once 2008 – 2010 but who did not donate in 2011.
- The 96 people who last donated in 2011, donated a cumulative \$23,875.00, including:
  - 9 - \$1,000+ donations
  - 1 - \$750 donation
  - 10 - \$500 donations
- 23 CCF Founders have not donated since their Founder donation.





CCF HISTORY PRESENTS:

# CLAYTON'S CENTENNIAL TRIVIA NIGHT



SATURDAY  
MARCH 9, 2013

7:00 PM  
DOORS OPEN AT 6:30 PM

ST. JOSEPH'S PARISH HALL  
106 N. MERAMEC IN CLAYTON

\$250 PER TABLE\*

\*BENEFITTING CCF HISTORY AND THE HISTORIC HANLEY HOUSE

❖ **REGISTER EARLY...** SPACE IS LIMITED TO 16 TABLES, 8 PLAYERS PER TABLE MAX. REGISTRATION INFO CAN BE FOUND ON THE BACK OF THIS PAGE.

❖ **REFRESHMENTS...** LIGHT SNACKS WILL BE PROVIDED FOR EACH TABLE. OUTSIDE FOOD WELCOMED. DRINKS WILL BE AVAILABLE FOR A DONATION TO CCF AND OUTSIDE BEVERAGES PERMITTED AS WELL.

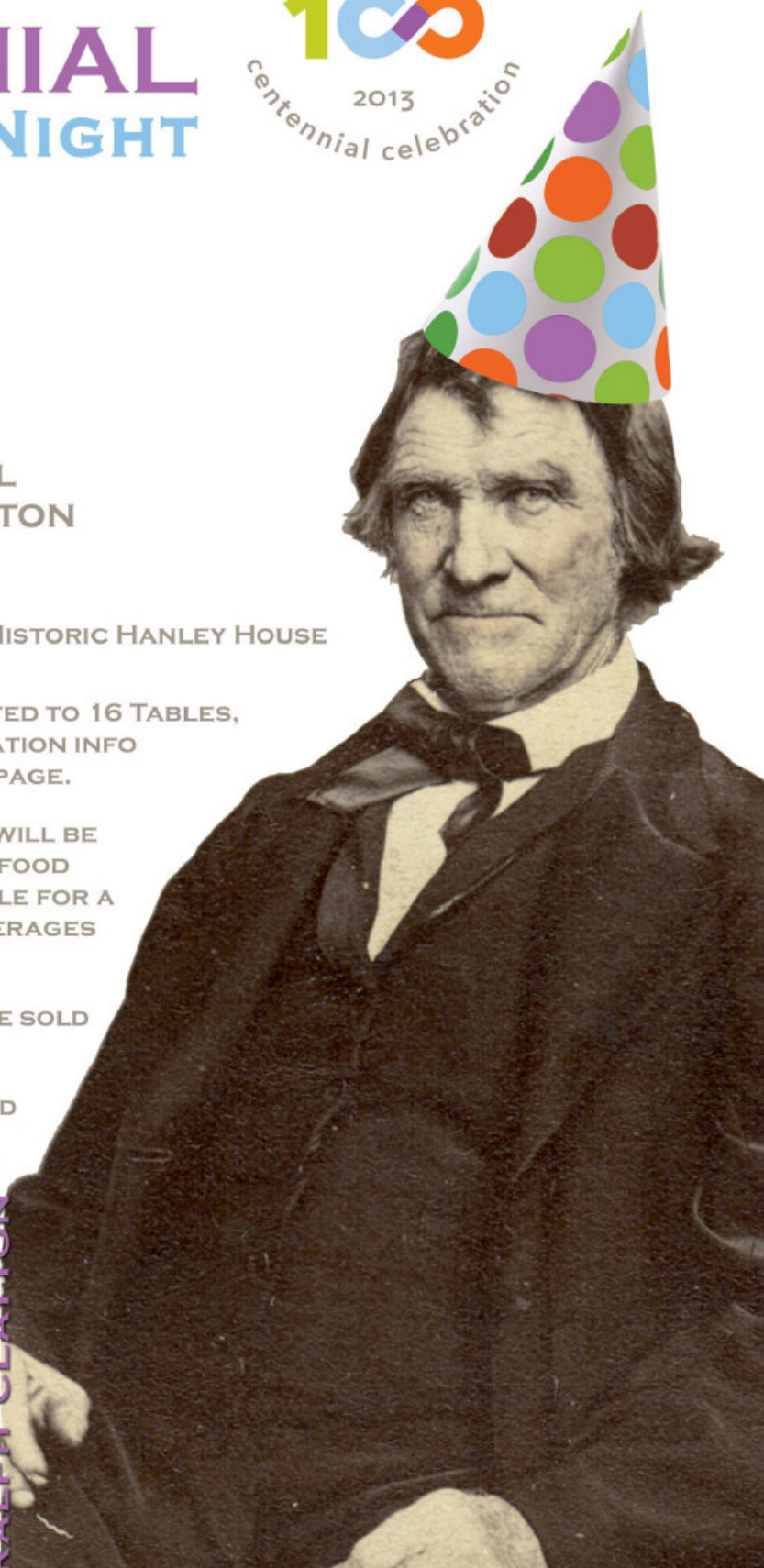
❖ **50/50 RAFFLE....** TICKETS WILL BE SOLD \$5 EACH OR 5 FOR \$20.

❖ **BONUS POINTS....** POINTS AWARDED FOR CREATIVE TABLE DECORATIONS CELEBRATING THE CENTURY - CHOOSE YOUR FAVORITE DECADE!

❖ **MULLIGANS...** TABLES MAY BUY UP TO 2 MULLIGANS FOR \$10 EACH; A THIRD MULLIGAN WILL BE AWARDED TO ANY TABLE THAT BRINGS A PIECE OF CLAYTON HISTORY TO SHARE.

❖ **PRIZES....** 1ST AND 2ND PLACE WINNERS WILL EARN CASH PRIZES AND ATTENDANCE PRIZES WILL BE AWARDED TO A LUCKY FEW.

RALPH CLAYTON





CCF HISTORY PRESENTS:

# CLAYTON'S CENTENNIAL TRIVIA NIGHT



## REGISTRATION

### TEAM INFORMATION

TEAM NAME: \_\_\_\_\_  
NAME OF TEAM CAPTAIN: \_\_\_\_\_  
TELEPHONE (INDICATE HOME / WORK / CELL): \_\_\_\_\_  
STREET ADDRESS: \_\_\_\_\_  
CITY/STATE/ZIP: \_\_\_\_\_ E-MAIL: \_\_\_\_\_  
TABLE THEME (IF APPLICABLE): \_\_\_\_\_

### ENTRY INFORMATION

PAYMENT TYPE: CREDIT CARD (INCLUDE BELOW) OR CHECK (INCLUDE WITH REGISTRATION)  
TABLE: \$250 MULLIGANS: \$10 FOR 1 OR \$20 FOR 2 (MAXIMUM OF 2)  
TOTAL ENCLOSED: \_\_\_\_\_ TOTAL CHARGED TO CREDIT CARD: \_\_\_\_\_  
CHOOSE: MASTERCARD/VISA NAME ON CARD: \_\_\_\_\_  
CARD NUMBER: \_\_\_\_\_ EXPIRATION: \_\_\_\_\_  
SIGNATURE: \_\_\_\_\_

### MAIL ENTRY

SEND REGISTRATION FORM WITH PAYMENT TO:

CLAYTON CENTURY FOUNDATION TRIVIA NIGHT  
10 N. BEMISTON AVE.  
CLAYTON, MO 63105

### QUESTIONS

PLEASE CONTACT EVENT CHAIR, JOHN MCCORMICK, WITH QUESTIONS.  
BY PHONE: 314-406-3847 OR E-MAIL: JMcCORMICK@GCFINC.COM



# 2013 CLAYTON'S centennial

On the occasion of Clayton's hundredth anniversary, we encourage residents, businesses and institutions to join neighbors in the celebration and in the year-long series of centennial events and activities.

## Back to the Future Contest

**What do you think Clayton will be like in 100 years.**

The members of the Mayor's Youth Advisory Council are presenting competition for students to predict Clayton's future. Entries will be accepted through March 15, 2013. For more details about the competition sponsored by Commerce Bank, visit the website: [tinyurl.com/clayton2013contest](http://tinyurl.com/clayton2013contest)

## Clayton Century Foundation - Community Trivia Night

**Saturday, March 9**  
- doors open at 6:30 p.m.  
- trivia begins at 7 p.m.

### St. Joseph's Church

Join your friends and neighbors to test your trivia knowledge. All categories will feature general trivia questions with one round highlighting Clayton history. Proceeds benefit CCF-History. Silent auction of Clayton items. Refreshments available for purchase, or bring your own. For more information, visit [www.claytoncenturyfoundation.org](http://www.claytoncenturyfoundation.org)

## Clayton Century Foundation - History Speaker Series

**Wednesday, March 20 at 7 p.m.**  
**Washington University South 40, College Hall**

Sharon Smith, Curator at Missouri History Museum, presents The 1904 World's Fair, Clayton and Washington University. Co-sponsored by the Congress of the South 40. Featuring World's Fair cuisine. RSVP requested: [sumlauf@claytonmo.gov](mailto:sumlauf@claytonmo.gov)

## Hanley House Porch Dedication Spring 2013

### Hanley House

Front and back porches have been reconstructed, thanks to a Challenge Grant from descendant Susan Hanley, a gift from the Langenberg family, a grant from the Robert J. Trulaske Family Foundation, individual donations and the City of Clayton. ADA access has been added. The public is invited to enjoy live music on the front porch and visit the original outdoor kitchen next to the back porch. RSVP required: [sumlauf@claytonmo.gov](mailto:sumlauf@claytonmo.gov)

## Events Schedule

First Half of 2013



## Celebrate Clayton as a Tree City USA The Month of April

Designated a Tree City USA in 1993, the City greatly values and invests in its trees, parks and its natural environment. The City cares for 10,000 trees on an annual basis. Celebrate by kicking off the Plant 100 Trees Campaign and identifying 100-year-old trees in our community. Visit [www.clayton2013.com](http://www.clayton2013.com) for details.

## Shaw Park Trail Entrance Dedication Sunday, April 7 from 11 a.m. to 1 p.m.

**Shaw Park at Carondelet and Brentwood Reception at the Heritage Building**  
Celebrate the donation by Mayor Linda Goldstein to the citizens of Clayton...and recognize this special date: the St. Louis County Court granted the Charter for the new City of Clayton on April 7, 1913. RSVP required: [sumlauf@claytonmo.gov](mailto:sumlauf@claytonmo.gov)

## Movie Night: Back to the Future Friday, April 26

- doors open at 6:30 p.m.  
- movie begins at 7 p.m.

### The Center of Clayton

St. Louis native writer and producer Bob Gale conceived this film after visiting his parents in St. Louis. Admission is free. Bring the entire family. Call 314.290.8500 to register.

## Hanley House Annual Herb Sale Saturday, April 27 from 9 to 11 a.m.

### Hanley House

Attracting loyal patrons over the years, the sale features Heirloom Herbs and benefits the Historic Hanley House. Come early for the best selection. Guests are invited to tour the

Hanley Park Herb Garden and interact with costumed guides.

## Clayton Community Day Saturday, May 4 from 9 to 11:30 a.m. The Center of Clayton

Visit with the Mayor and Board of Aldermen and enjoy fun activities for children. Refreshments and special Centennial giveaways. Free admission to the Center. Don't miss tours of fire trucks conducted by Clayton firefighters.

## Clayton Chamber's Parties in the Park Wednesday, May 8 from 5 to 8:30 p.m. North Meramec in Downtown Clayton

Join your friends after work, support our Chamber and enjoy live music at this outdoor monthly event on the streets of the downtown business district, now celebrating its 30th year.

## Clayton Century Foundation - History Speaker Series

**Wednesday, May 15 at 7 p.m.**  
**Wilson School**

Dr. Gene Ruth, former Headmaster of Wilson School, also celebrating 100 years in 2013, and Esley Hamilton, St. Louis County Historian, will present the History of Wilson School and Neighborhoods along Wydown Boulevard. Light Refreshments. RSVP requested: [sumlauf@claytonmo.gov](mailto:sumlauf@claytonmo.gov)

## Taste of Clayton

**Sunday, June 2 from noon to 9:30 p.m.**  
**Brentwood Boulevard**

Don't miss this opportunity to experience Clayton restaurants' best offerings from booths on Brentwood Boulevard, and enjoy some Centennial specials!

## Musical Nights

**Sunday, June 23 from 5 to 7 p.m.**  
**Oak Knoll Park**

Enjoy music by Flaming Pie with your family and friends in a beautiful park setting. Bring a picnic dinner and blankets. Concerts continue on the fourth Sunday in July, August and September.

Save these dates in 2013:

**Saturday, October 5 - CENTENNIAL FESTIVAL IN SHAW PARK**

**Friday, November 29 - PARTY OF THE CENTURY**

**clayton2013.com**



# Clayton Centennial Competition

## Would you like to go down in history?

Here is your chance! Next year's Clayton centennial festivities include an opportunity to win \$100 and to have an essay, video or work of art buried in a time capsule that will be opened in 50 years.

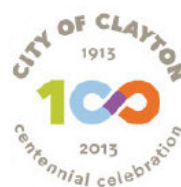
**Answer the question:**

*What do you think Clayton will be like in 100 years?*

Be creative and have fun!

- \$100 cash prize for each grade winner, K-12, courtesy of Commerce Bank
- Essays can be up to 500 words; no minimum.
- Artwork and video will be accepted
- Submit to school office or City Hall Clerk between January 15 and March 15, 2013
- 1 entry per person
- Contest is open to all Clayton residents
- For details on judging, submitting entries and rules visit the website: [tinyurl.com/clayton2013contest](http://tinyurl.com/clayton2013contest)

Thanks to our sponsors:





CLAYTON CENTURY FOUNDATION

*enriching our community*

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## REQUEST FOR BOARD ACTION

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**TO:** Clayton Century Foundation Board of Directors  
**FROM:** CCF Executive Committee  
**DATE:** January 30, 2013  
**SUBJECT:** Resolution NO. 13-04 – Support of Centennial Campaign

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The Clayton Century Foundation (CCF) Board is being asked to approve the Party of the Century and other Centennial events being sponsored, in part, by the CCF as Foundation projects for which a 2013 fundraising effort is currently being undertaken, aimed at securing \$200,000 for such projects and for unrestricted funds.

**Recommendation:** That the Board of Directors provides the above approval.